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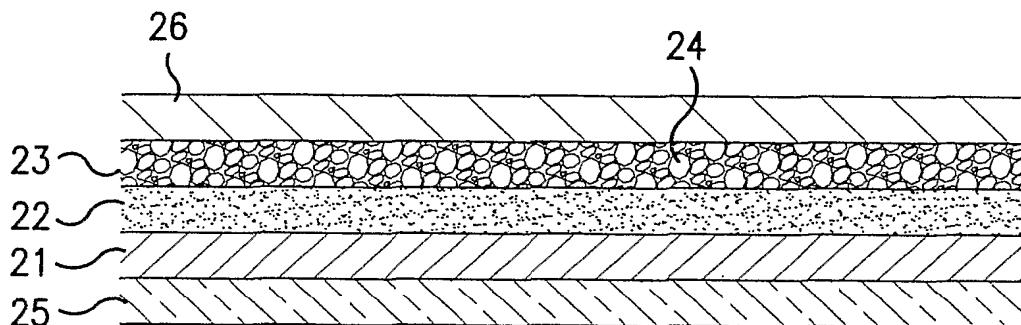
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(54) Title: IMAGE TRANSFER MATERIAL AND HEAT TRANSFER PROCESS USING THE SAME



(57) Abstract: Provided is an image transfer material, comprising an optional support material, and a non-woven or woven fiber web layer, wherein the fiber web is impregnated or coated with a image receiving formulation. The fiber web layer is optionally attached to the support with an adhesion layer. Also provided is a heat transfer process wherein after imaging, the fiber web and adhesion layer are peeled from the optional support material and placed, preferably image side up (when imaged), on top of a receptor element. Alternatively, the fiber web and adhesion layer are peeled and then optionally imaged prior to being placed on the receptor element. Then, an optional non-stick sheet is placed over the imaged fiber web (if placed imaged side up) and heat is applied to the fiber web or the non-stick sheet, if present. The adhesion layer then melts and adheres the imaged web layer to the receptor element.